

### **Amendments to the Claims**

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently amended) A method of publishing a printed magazine comprising:  
providing the magazine to a ~~substantial portion of~~ plurality of entities in a vertical market comprising entities having interest in a common subject area;  
printing in the magazine portions of selected threads from an online forum in the subject area; and  
printing advertising in the magazine for at least one advertiser offering at least one product to at least some of the entities having interest in the common subject area.
2. (Original) The method according to claim 1 further comprising the step of:  
providing an online forum in the subject area; wherein the online forum allows a subset of such entities to be contributors to the threads.
3. (Previously presented) The method according to claim 1 wherein the magazine is provided free of charge to the entities.
4. (Previously presented) The method according to claim 2 wherein the online forum is provided free of charge to the entities.
5. (Original) The method according to claim 1 wherein contributors to the threads of the online forum comprise at least one subset of the entities.
6. (Original) The method according to claim 5 wherein the contributors agree to permit the magazine to print any content contributed to the threads.
7. (Original) The method according to claim 5 wherein the contributors agree that the online forum shall have rights to publish any content contributed to the online forum by the contributors.
8. (Original) The method according to claim 5 wherein it is a requirement of participation in the online forum that the entities agree to assign any intellectual property rights to the online forum for any content contributed to the online forum by the entities.

9. (Original) The method according to claim 2 wherein the entities must demonstrate qualification in the subject area to access the online forum.

10. (Original) The method according to claim 2 wherein the entities are required to correctly answer a qualifying question in the subject area before being allowed to participate in the online forum.

11. (Original) The method according to claim 1 wherein a criterion for selecting the threads from an online forum is the popularity of the threads.

12. (Original) The method according to claim 11 wherein the popularity of the threads is measured by the number of thread entries.

13. (Original) The method according to claim 11 wherein the popularity of the threads is measured by the number of entities contributing to the threads.

14. (Currently amended) The method according to claim 1 wherein the step of printing advertising in the magazine includes printing advertising for products related to the portions of selected threads ~~is available to advertisers~~ proximally to the portions of selected threads in the magazine.

15. (Cancelled)

16. (Currently amended) The method according to claim 1 wherein the portions of selected threads are printed in the magazine in a format that assists readers in recognizing ~~that~~ ~~the~~ that the selected threads are from the online forum.

17. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine comprise screen names of entities who contributed the portions of selected threads.

18. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine comprise photographs of entities who contributed the portions of selected threads.

19. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine comprise geographic locations of entities who contributed the portions of selected threads.

20. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine comprise registration information of entities who contributed the portions of selected threads.

21. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine comprise user profiles of entities who contributed the portions of selected threads.

22. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine comprise thread information about the portions of selected threads.

23. (Currently amended) The method according to claim + 22 wherein the thread information comprises a post number.

24. (Currently amended) The method according to claim + 22 wherein the thread information comprises a total number of posts in the thread.

25. (Currently amended) The method according to claim + 22 wherein the thread information comprises times when the portions of selected threads were posted.

26. (Original) The method according to claim 1 wherein the portions of selected threads printed in the magazine are ordered chronologically.

27. (Original) The method according to claim 1 wherein a different background shade printed in the magazine is used to distinguish portions of selected threads contributed by different entities.

28. (Original) The method according to claim 1 wherein alternating background shades assist in distinguishing between posts successively printed in the magazine.

29. (Original) The method according to claim 5 wherein the portions of selected threads comprises at least three posts.

30. (Original) The method according to claim 1 wherein the common subject area is dentistry.

31. (Original) The method according to claim 1 wherein the vertical market is the vertical market of dentistry.

32. (Currently amended) A publishing system for publishing content providing a magazine to a plurality of entities in a vertical market comprising entities having interest in a common subject area, the system comprising, in combination:

~~publishing means for providing a magazine to a substantial portion of a vertical market comprising entities having interest in a common subject area;~~

means for obtaining from an online forum in the subject area portions of selected threads in the subject area; and

content means for printing in the magazine portions of the selected threads from an online forum in the subject area;

~~wherein the magazine also includes~~ and advertising of advertisers desiring to offer products to the entities in the subject area.

33. (Previously presented) A method of publishing content comprising, in combination, the steps of:

ranking online forum threads by popularity;

selecting at least one subset of popular topics for publication;

editing the content of the at least one subset; and

printing the content in at least one printed publication in a format that assists readers in recognizing that the content is from the online forum.

34. (Original) The method according to claim 33 further comprising the step of providing at least one online forum.

35. (Previously presented) The method according to claim 33 wherein the at least one printed publication is provided free of charge.

36. (Previously presented) The method according to claim 33 wherein the at least one online forum is provided free of charge.

37. (Original) The method according to claim 33 wherein contributors to the at least one online forum agree in advance of contributing any content to the at least one online forum to permit the printing of content contributed to the threads.

38. (Original) The method according to claim 33 wherein popularity of the threads is measured by the number of thread entries.

39. (Original) The method according to claim 33 wherein popularity of the threads is measured by the number of different contributors to the threads.

40. (Original) The method according to claim 33 wherein advertising in the at least one printed publication for products related to the content is available to advertisers proximally to the content in the at least one printed publication.

41. (Cancelled)

42. (Original) The method according to claim 33 wherein the content comprises screen names of entities who contributed the content.

43. (Original) The method according to claim 33 wherein the printed content comprises thread information about the forum threads.

44. (Original) The method according to claim 43 wherein the thread information comprises a post number.

45. (Original) The method according to claim 43 wherein the thread information comprises a total number of posts in the thread.

46. (Previously presented) The method according to claim 43 wherein the thread information comprises times when the portions of selected threads were posted.

47. (Original) The method according to claim 33 wherein alternating background shades assist readers to identify content as originating from the at least one online forum.

48. (Original) The method according to claim 33 wherein the portions of selected threads comprise entries by at least three contributors.

49. (Currently amended) A method of publishing content comprising:  
providing at least one online forum;  
selecting at least one subset of online subject matter from the at least one online forum for publication;  
editing the content of the at least one subset of online subject matter; and  
printing the content in a format ~~recognizably similar to~~ that assists readers in recognizing that the content is selected from the at least one format of the at least one subset of online subject matter.

50. (Currently amended) A system for publishing content comprising, in combination:  
means for providing at least one online forum;  
means for selecting at least one subset of online subject matter from the at least one online forum for publication;  
means for editing the content of the at least one subset of online subject matter; and  
means for printing the content in a format ~~recognizably similar to~~ that assists readers in recognizing that the content is selected from the ~~at least one format of the at least one subset of~~ online subject matter.